



2015 Executive Vehicle Survey Results

The following are the results of a survey sent in April this year to ISDA Members, and Secure Transportation practitioners representing the Corporate, High Net Worth, Private Security community.

A similar survey was conducted in 2013 and, when applicable, a comparison will be made to that survey.

Overview

A major difference from the 2013 Survey was the number of survey participants that have more than one vehicle in their fleet; hence, at times, the percentages will equal more than 100%.

A - 74.3% of the vehicles used to transport executives are SUV's. This represents a 24% increase from 2013. SUV's are becoming the go to vehicle for Secure Transportation.

B - 55.7% of the vehicles used to transport executives are Sedans, which represents a 7.4% increase in two years, much smaller than the increase in SUV's' usage.

In 2013, 15.5% of the vehicles driven by the Survey Participants were armored; in 2015 that number jumped to 22.9%. Close to a quarter of the participants are driving armored vehicles, an increase of 7.4 % in two years.

Survey Results

Keep in mind that results indicate the most popular vehicles used for Secure Transportation. They may not be the best vehicle for your use.

When combining all vehicles (Sedans and SUVs), the most common vehicles are a Suburban followed by a Mercedes. In 2013, two of the top five vehicles were SUV's; in 2015, four of the top five are SUV's. The order of vehicles by percentage of use is given in the following table:

Suburban	22.0%
Mercedes S Class	17.7%
Denali	12.9%
Yukon	12.5%
Escalade	12.1%

The most common SUV in use is the Suburban. That has not changed since 2013. But in 2015, the Suburban is losing ground to other high end SUV's, specifically the Denali. The numbers: the Suburban, Denali, and Yukon are similar vehicles under a different



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vehicle brand. What makes the Suburban the most popular vehicle are the options that are available. Visiting the Suburban website, you will find a list of options that allow the buyer to basically custom build the vehicle. The SUV survey results are given in the following table:

	SUV's
Suburban	29.1%
Denali	17.1%
Yukon	16.6%
Escalade	16.0%
Navigator	6.9%

When looking at Sedans, the most common vehicle used is the Mercedes Benz, but unlike the SUV category, the Mercedes does not dominate the numbers. Also, for the first time in many years, the Lincoln has made it into the top five. When we (Security Driver.Com) conducted these surveys in the early 80s, the top vehicles were always the Cadillac and the Lincoln Town Car. This is the first survey in many years where Lincoln is in a top five executive vehicle list. With all due respect to Lincoln, they got off track, but in 2016 they will introduce an all new Lincoln Town Car. The difference between 5th and 6th was negligible; therefore, we included the sixth vehicle - the Lexus LS 460 in the following table for sedans:

Mercedes Benz	31.3%
BMW	22.9%
Audi	19.1%
Cadillac XTS	12.2%
Lincoln	7.6%
Lexus LS 460	6.9%

Hybrid Vehicle - Hybrid vehicles are not catching on in the Secure Transportation community; only 5.71 % of the survey participants use hybrids.